

No. 36.
IRON BED.

Sale Iron Beds Prices 1-2

White Iron Beds, single and double, with all iron well braced springs and cotton top mattress; a \$8.50 value, for \$4.48 complete.

\$7.00 Enamel Iron Beds, all colors and sizes, single and double, for \$4.00 each.

\$15.00 Heavy Iron Beds, 2-inch post and heavy fillers, all sizes, for \$8.50 each.

Heavy Brass Beds, a good \$18.50 value for \$12.50.

Best National Springs, all sizes, the \$5.00 quality, for \$3.00 each.

Double Woven Wire Springs, all iron, for iron beds, \$1.50 each.

Home Furnishing Co.
123 W. Broad St.

No. 37.
COAL.

Yes, I am looking for the man who says that Murphy does not always and without exception handle

The Best Coal the Market Affords

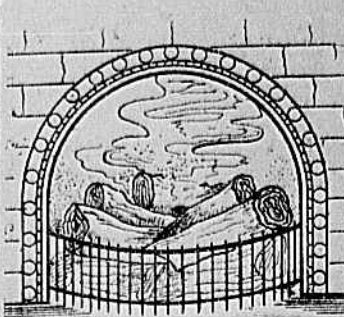
I have spent a lot of time and considerable effort in trying to locate a man like that, but have not found him.

I have asked hundreds of people, but they all said, "Never heard of a single case."

Do YOU know of one?

E. P. Murphy & Son, Inc.

Dealers in
COAL AND WOOD.
Phone Madison 3350, Monroe
318, Monroe 319.

No. 38.
WOOD.

Wood That's Good

The kind that's easy to light, cheerful to see burning and economical to buy. When Jack built his house he made sure of saving time, money and labor on heating it by ordering his wood from

E. P. Murphy & Son, Inc.

The Good Wood Merchants
Phones: Madison 3350, Monroe
318 and Monroe 319.

No. 39.
FLOUR.

Dunlop Flour
"IT MAKES EVERYTHING."



"The Flour"
of the
Family

The Dunlop Mills, Richmond, Va.

No. 40.
BREAD.

People are not so apt to get stuck on the shape of a loaf of bread as they are the quality, and our

Butter Nut

is noted for its quality, and is Always Good. If your grocer does not keep this kind let us know.

Nolde Bros.

2512 East Broad Street.
Phone Monroe 1040.

No. 41.
GROCERIES.

Groceries at Cut Rate Prices

3 3-lb. cans of the Best Tomatoes for 25c
August's Best Flour, sack, 35c; per barrel \$5.40
3-lb. pkg. of the Best Carolina Rice 25c
3 1-lb. pkgs. of Seeded Raisins for 25c
Full Cream Cheese, per lb. 20c
Water Ground Meal, per peck. 25c
McBeth Lamp Chimney, medium size, only 5c
Pet Matches, per dozen, 3 1/2c; per 12 dozen 40c
Pork Chops 18c
Chuck Steak 12 1/2c
Sirloin Steak 18c
Porterhouse Steak 20c

All kinds of Fresh Meats, Fruits and Vegetables always plentiful at cut-rate prices.

Prompt delivery everywhere. Satisfaction guaranteed or money cheerfully refunded.

The August Grocery Co.

611 and 613 E. Marshall.
Madison, Phones 4506 and 1232

No. 42.
OLIVE OIL.

Jack's wife is a lady of delicious taste, As we told you in November 24th's space.

If health you desire and minimum toil,

Why—
**Phone Trafieri for
Olive Oil.**

Chasie Trafieri,

Importer and Agent for
TRAFIERI'S BRAND PURE
OLIVE OIL,

Also Wines, Cordials, Liquors,
Brandies, Cigars and
Tobacco,

No. 500 West Main Street.

No. 43.
WIFE'S HAT.

**For Millinery
that has Class,
and up-to-date-
ness see**

Reniach

107 East Broad.

No. 44.
SHOES FOR MRS. JACK.

Seymour Sycle-- of course

11 West Broad

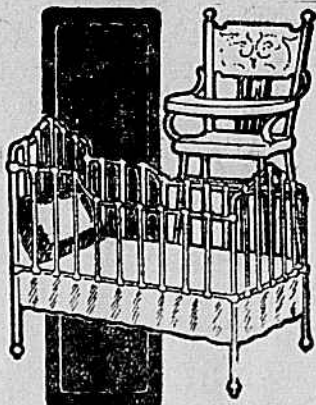
The New Shopping District.

No. 45.
WIFE'S SUIT.

Mrs. Jack carrying out the well laid plans of her husband had only \$25 to spend for a suit--

She first saw Baylor & Yarborough's Suits at that price, then she visited every other store, and came back and bought the Suit from Baylor & Yarborough Co., 207 E. Broad Street, because it was the greatest value in town. Come and get yours.

**Baylor &
Yarborough Co.**

No. 46.
CRIB.

**We furnished the
Crib for Mr. and
Mrs. Jack's Baby**

Special prices this week on Crib, starting at **\$3.98**

Many Christmas suggestions to beautify your home.

**Hopkins
Furniture Co.**

7 and 9 W. Broad.
Your Credit is Good.
Buy Now—Pay Next Year.

No. 47.
DRUGGIST.

Hot Chocolate

Come in and test our ability to serve it to you right.

Perfumes

Imported and Domestic. Standard Brands.

Whitman's Candy

The kind you are so fond of. Fresh every day.

Cigars

For discriminate lovers of the fine weed.

Brushes

For ladies and gentlemen.

Other things just as nice suitable for Christmas presents to young and old.

CHILDREY'S,
First and Broad.

No. 48.
AUTOMOBILE.

The very best automobile in town Takes Jack, his wife and friends around;

The kind we sell have won renown;

See the one
That Chalmers Built.

**Gordon Motor
Company, Inc.**

Cars of Character

No. 49.
FURS.

First and Broad.
Correct Dress for Women.



Fur Muffs and Scarfs

Jack looked all around before buying FURS, then returned to Tyler's, where he saved fully 33 1/3 per cent. on his purchase. You can do likewise.

We have all the most popular FURS, both Muff and Scarf, at

**\$5, \$7.50, \$10, \$12.50
up to \$85.**

**F. L. MANDLOVE,
Manager.**

No. 50.
HAIR.

**Our store is noted
for its excellent
quality in
Hair Goods**

Clusters—puff, single and double; Switches, Braids and hundreds of other latest creations in fashion, from 69c up.

We take precaution to see that we match your hair exactly.

Braids, Clusters, etc., made out of ladies' cut hair or combings at moderate prices.

HUGHES'
Hair Dressing Parlors,
209 N. Third Street.

No. 51.
INSURANCE.

JACK WAS WISE

Three Reasons Why.

First. Jack realized that should he die his financial affairs were not in shape, and his wife and baby would suffer.

Second. Therefore Jack investigated and found that Life Insurance was the only safe means for their protection and for systematic saving.

Third. So Jack decided that the

**MUTUAL BENEFIT
LIFE INSURANCE**

COMPANY
of Newark, N. J.,

furnished the best and cheapest policy to protect his loved ones.

He now has the limit in said company, his mind is at ease, and he loses no opportunity to recommend it to others as the BEST.

No. 52.
CIGARS.

McCoy's

8th and Broad Streets

Everything as nice as
you want it.

Why look further?

**Our Xmas line of
Clear Havana
Cigars from
60c a box up**

Imported Meerschaum and French Briar Pipes at the very lowest prices ever quoted in Richmond.

We carry everything for smokers. Have a look. The best ever.

McCoy's
Eighth and Broad Streets.

No. 53.
OPTICAL.

Do Your Eyes Trouble You

If so, come to us for an examination—an expert examination—one that will be accurate and reliable.

We will fit you with lenses that will give the best satisfaction.

Remember, your eyes are the best asset you have. Be sure to give them the best treatment to be secured.

Make us your opticians. We will make good.

G. L. Hall Optical Co. Inc.

Opticians
Of the Best Sort,
211 East Broad Street.

No. 54.
SHOE REPAIRING.

**We repaired Jack's
shoes and can re-
pair yours.**

Cheaper and better than any one in the city.

Note these prices and the location of our new Repair Department:

Men's Shoes Half Soled—Nailed 35c
Ladies' Shoes Half Soled—Nailed 35c
Children's Shoes Half Soled—Nailed 30c
Rubber Heels put on neatly 25c
Men's Shoes Half Soled—Sewed 60c
Ladies' Shoes Half Soled—Sewed 40c
Children's Shoes Half Soled—Sewed 35c
Heels Raised or Lowered 15c

We carry O'Sullivan Rubber Heels.
We carry Cats' Paw Rubber Heels.

Our success has been caused by skilled workmen, white oak leather, lowest prices, prompt work.

We call and deliver work to any part of city Free of Charge.

Best work. Lowest prices. No disappointing.

The King invites one and all to visit and inspect his new shop.

**Stein's
Repair Shop**
424 East Broad Street.

No. 55.
PHOTOGRAPHER.

The Finest Christmas Present of All is a Photograph of Yourself

It is the one thing that is ever new, ever welcome and that carries with it more than anything in the world the kindly impress of your personality.

For a Christmas present to mother, father, sister, brother, wife, husband or sweetheart or friend give a photograph of yourself in the latest and most fashionable "Foster" style.

W. W. FOSTER
112 North Ninth Street.

No. 56.
HOLIDAY GIFTS.

As Usual, The Unusual in Holiday Gifts are at BELL'S

914 East Main Street.

Tables and shelves loaded with the season's latest novelties.

**GIFT BOOKS,
BRASS NOVELTIES,
LEATHER GOODS,
CHRISTMAS FIXINGS,
FINE STATIONERY,
Etc.**

**Bell Book and
Stationery Co.**
914 East Main Street.